Customer Experience Management

Student’s Name

Institution

Date

**Introduction**

Customer relationship is key to the success of any company. It helps in building customer loyalty and therefore, essential in increasing market share. It is, therefore, important for organizations to have an effective strategy for customer management. This paper, therefore, presents a brief experience with customer experience, thought and discussion of CEM concepts.

**Brief Experience**

It happened when I was working at a fashion and clothing store as a sales representative. A customer had ordered for some shoes through the company online store with clear specifications but the client claimed that the wrong items were delivered to her. The client lives 21 miles away from the store and therefore, the delivered or return of a product can be done within a day. Unfortunately, the client could not properly get an assistant on the phone so she could return the items for exchange because she made an order from different stores located almost 40 miles. That day the client came to the store so annoyed, making a lot of noise, which could scare the rest of the clients in the store. I apologetically, approach the client and apologize for the mistake and asked her if we could have a private conversation. In our conversation, I apologize again and exchange the shoes to her based on her specifications. I also gave her a discount card and a coupon, which she could use in any of our stores. This calmed her down and she became a frequent customer to the company with the most positive review on our website.

**Discussion**

During the customers’ issues, I thought about the image of the company what other clients would imagine. It was about the impact of the noise and what it could cause the company if not addressed properly. Although after checking the order details, I realize that the client indicated a wrong specification different from what she was claiming. It was upon us to ensure that the situation at the store is controlled to bring order and show customers that we care for their concerns, which is the main goal of the company. It is also important to note that issuing an apology to the customer directly before of other customers puts the needs and wants of the customers first and created a connection with customers (Rouse, 2017, p. 16). Addressing such issues requires an understanding of the consequences of handling the issue wrongly and therefore after an apology has been issued. The client was invited for a brief conversation where she was briefed. The customer was issued with a discount card and coupon to ensure she leaves the store happy so she can trust the company again, which it was achieved. The thoughts were about the future of the customer and what she can do to the brand if she is not served properly.

However, it is important to point out that customers experience managements about the journey, needs and wants of a customer. By accepting the mistake and apologizing for means that the company care for the needs and willing to create a connection with the customer, which is a great asset to building customer loyalty in the market (Michiels, 2019, p. 21). The company believes that with constant customer engagement through having a healthy discussion it is possible to solve customers’ problems. The centric engagement is critical to success and therefore, the company puts a lot of focus on customers rather than the product and therefore, it values the input of all clients. The company culture is building around customers’ management and it is the reason it has an online platform for feedbacks.

A different customer experience happened when I visited a different hotel and the client lost his hotel, which he forgetfully carried out of the hotel. The hotel supervisor forced the customer to pay for the lost keys. I feel it was wrong for the customer to be forced to pay for the lost key since this could happen to any other person. The hotel management ought to have just given him another key and advised him not to carry it out next time. In this case, it shows rudeness and how the hotel does not care about its customers. It shows that the items or the products come before customers and this usually does not make customers happy. It could lead to loss of customer and I am very sure such customer would not use the same hotel in the future.

# Bibliography

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